

TvSCAN Susan Inker-Puretz Broadcast Order/Confirmation

Elise Cloyd - 8/10/12 12:00 PM

Miami-Ft. Lauderdale - MAYJUL Nielsen

Qualitative Criteria: Release 1 2012 Feb11-Jan12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republic and registered to vote in district of residence and always vote in presidential elections

Buyer	Elise Cloyd	Order Number	1,893
Client	Restore Our Future	Campaign	Est. 1893
		Flight	Flight 1 08/14/12-08/20/12
Station	WFOR	Agency	Mentzer Media
Address		Address	600 Fairmount Avenue
			Suite 306
			Towson
			MD 21286

WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
EARLY MORNING													
Tu-Fr 6:00a-7:00a	\$400	Aug14-Aug17	:30	4	--	1	1	1	1	--	--	1	
EARLY SHW-CBS													
Tu-Fr 7:00a-9:00a	\$300	Aug14-Aug17	:30	4	--	1	1	1	1	--	--	1	
CH 4 NEWS-5PM													
Tu-Fr 5:00p-6:00p	\$1,250	Aug14-Aug17	:30	8	--	2	2	2	2	--	--	2	
CBS 4 NEWS-6PM													
Tu-Fr 6:00p-6:30p	\$1,300	Aug14-Aug17	:30	4	--	1	1	1	1	--	--	2	
ENTERTAINMENT TONIGHT													
Tu-Fr 7:00p-7:30p	\$1,000	Aug14-Aug17	:30	8	--	2	2	2	2	--	--	2	
INSIDER													
Tu-Fr 7:30p-8:00p	\$1,000	Aug14-Aug17	:30	8	--	2	2	2	2	--	--	2	
D LETTRMAN-CBS													
Tu-Fr 11:35p-12:37a	\$600	Aug14-Aug17	:30	8	--	2	2	2	2	--	--	1	
CH 4 NWS 11 PM													
Tu-Su 11:00p-11:35p	\$1,600	Aug14-Aug19	:30	12	--	2	2	2	2	2	2	3	
NCIS													
Tue 8:00p-9:00p	\$8,000	Aug14-Aug14	:30	2	--	2	--	--	--	--	--	6*	
NCIS: LA													
Tue 9:00p-10:00p	\$7,500	Aug14-Aug14	:30	2	--	2	--	--	--	--	--	6*	
48 HOURS MYSTERY													
Tue 10:00p-11:00p	\$5,500	Aug14-Aug14	:30	2	--	2	--	--	--	--	--	6*	

* Denotes estimated item(s).

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Elise Cloyd - 8/10/12 12:00 PM

Miami-Ft. Lauderdale - MAYJUL Nielsen

WFOR-CBS														QA/P 35+	
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP		
CRIMINAL MINDS															
Wed 9:00p-10:00p	\$7,500	Aug15-Aug15	:30	2	--	--	2	--	--	--	--	5			
CSI															
Wed 10:00p-11:00p	\$5,500	Aug15-Aug15	:30	2	--	--	2	--	--	--	--	5			
THE MENTALIST															
Thu 10:00p-11:00p	\$6,000	Aug16-Aug16	:30	2	--	--	--	2	--	--	--	6*			
CSI NY															
Fri 9:00p-10:00p	\$4,500	Aug17-Aug17	:30	2	--	--	--	--	2	--	--	4			
BLUE BLOODS															
Fri 10:00p-11:00p	\$4,500	Aug17-Aug17	:30	2	--	--	--	--	2	--	--	4*			
CRIMETIME SATURDAY															
Sat 9:00p-10:00p	\$1,500	Aug18-Aug18	:30	2	--	--	--	--	--	2	--	3			
48 HRS															
Sat 10:00p-11:00p	\$3,500	Aug18-Aug18	:30	2	--	--	--	--	--	2	--	3			
ET WEEKEND															
Sat 11:35p-12:35a	\$500	Aug18-Aug18	:30	2	--	--	--	--	--	2	--	1			
SUNDAY MRN-CBS															
Sun 9:00a-10:30a	\$1,600	Aug19-Aug19	:30	1	--	--	--	--	--	--	1	3			
FACE NATN-CBS															
Sun 9:30a-10:00a	\$1,300	Aug19-Aug19	:30	1	--	--	--	--	--	--	1	2			
MENTALIST															
Sun 10:00p-11:00p	\$6,000	Aug19-Aug19	:30	2	--	--	--	--	--	--	2	4*			
SPORTS WRAP															
Sun 11:35p-12:05a	\$500	Aug19-Aug19	:30	1	--	--	--	--	--	--	1	1			
EARLY MORNING															
Mon 6:00a-7:00a	\$400	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	1			
EARLY SHW-CBS															
Mon 7:00a-9:00a	\$300	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	1			
CH 4 NEWS-5PM															
Mon 5:00p-6:00p	\$1,250	Aug20-Aug20	:30	2	2	--	--	--	--	--	--	2			
CBS 4 NEWS-6PM															
Mon 6:00p-6:30p	\$1,300	Aug20-Aug20	:30	1	1	--	--	--	--	--	--	2			
ENTERTAINMENT TONIGHT															
Mon 7:00p-7:30p	\$1,000	Aug20-Aug20	:30	2	2	--	--	--	--	--	--	2			
INSIDER															
Mon 7:30p-8:00p	\$1,000	Aug20-Aug20	:30	2	2	--	--	--	--	--	--	2			
D LETTRMAN-CBS															
Mon 11:35p-12:37a	\$600	Aug20-Aug20	:30	2	2	--	--	--	--	--	--	1			
CH 4 NWS 11 PM															
Mon 11:00p-11:35p	\$1,600	Aug20-Aug20	:30	2	2	--	--	--	--	--	--	3			
WFOR Totals \$195,300 98 Reach / Frequency 244 \$800.41 40.7 6.0															

* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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